

Knowledge Sharing and Professional Networks:

The International AIDS Economics Network

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September 10, 2003



Overview

- Introduction
- The value of professional networks
- Building professional networks
- Case study:
 - *International AIDS Economics Network (IAEN.org)*

Introduction:

Forum One and the Futures Group

- **Partners in developing and running IAEN.org for five years**
- **Forum One:**
 - **Consultant on Internet technology and strategy for policy organizations**
 - International development, health, environment
 - **Six years old, based in Alexandria, VA**
- **Future Group:**
 - **Expertise in HIV/AIDS, health policy**
 - **30+ years old, worked in 60 countries**

Why are professional networks valuable?

- The Knowledge sharing challenge:
 - *"the right information, to the right people, at the right time"*
- Online Professional Networks can:
 - Build high-value audiences
 - Develop new, timely, valuable content
 - Foster collaboration between peers
 - Identify users' needs/interests
 - **Foster progress on important issues**

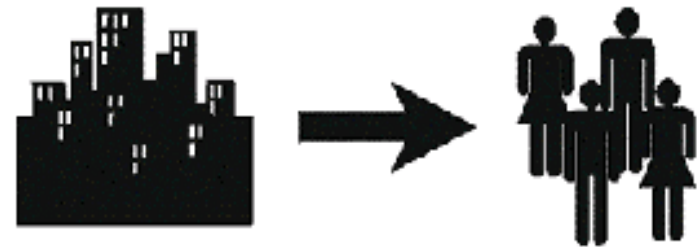
Building Professional Networks

Three stages to success:

- I. Valuable Information**
- II. Opportunities to Participate**
- III. Opportunities to Collaborate**

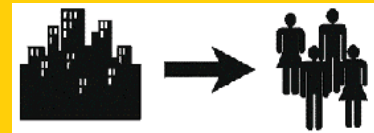
Stage I: Value Information & Dissemination

- Newsletter (E-mail!)
- Jobs
- Funding opportunities
- Events
- Datasets
- Contact Information
- Articles & Stories



Foundation: database-driven content management system (CMS) and email distribution.

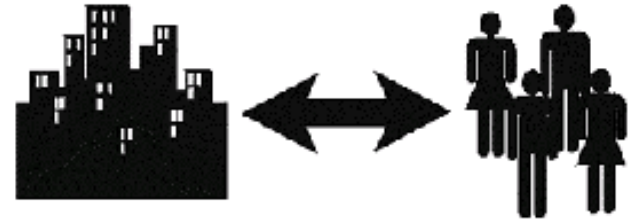
Stage I: Information 'Dos'



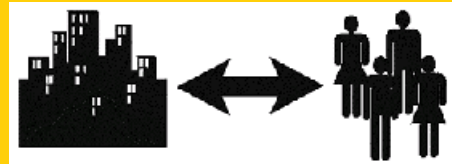
- Grab attention - and begin to earn loyalty
- Provide seed content
- Integrate e-mail products
- Harness users for viral promotion
- Make your network “the” place to visit
- Plan to scale quickly & gracefully

Stage II. Opportunities for Participation:

- Data, reports from members
- Surveys & Polls
 - “Key Priorities...”
- Online Directory
- “Featured members”
- Calendar
- Best practices (and peer ranking)



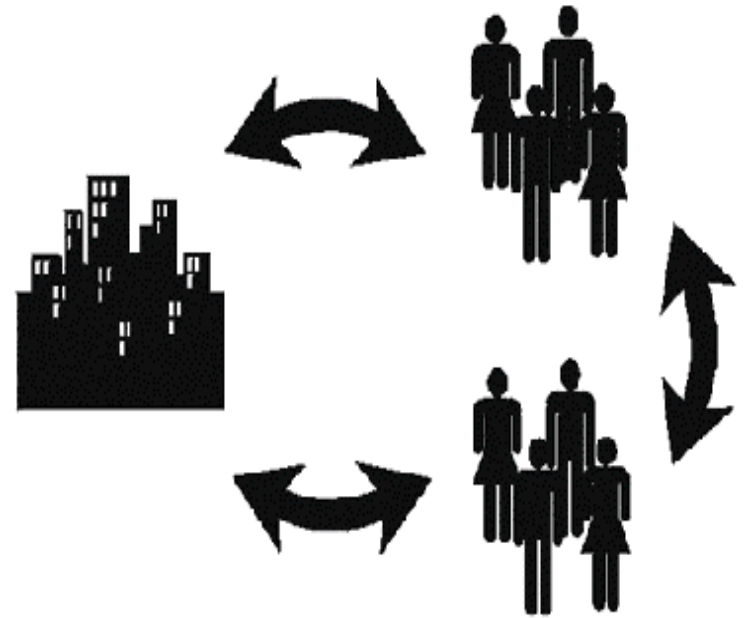
Stage II: Participation 'Dos'



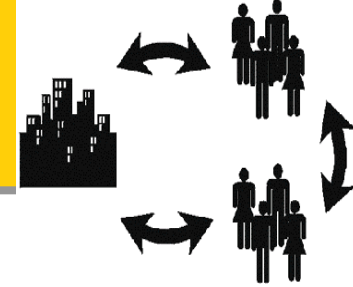
- Convert members from passive to active
- Host high-visibility events –
 - calls for papers, contests, research calls
- Seek user feedback, priorities
- Provide micro-funding to kick-start contributions to the network

Stage III. Opportunities for Collaboration:

- Users answering user questions / mentoring
- Collaboration around a key problem or task
- Moderated Email / forum discussions
- Issue-specific workspaces (and managers)
- Encourage networking



Stage III: Collaboration 'Dos'



- Facilitate regularly
- Integrate online and offline events
- Cultivate expert volunteer corps
- Provide private work spaces
- Guide the community knowledge base
- Have patience!
 - Needs steady investment of time & resources

Case Study: International AIDS Economics Network

Managing a Professional Network:

- Knowledge
- Relationships
- Collaboration
- Impact

International AIDS Economics Network

International AIDS Economics Network
bringing together people & resources for effective, compassionate solutions

Search

☒ IAEN ☐ Partner Sites

[home](#) [announcements](#) [e-mail newsletter](#) [professional directory](#) [job board](#) [editor's corner](#)

Subscribe to the **E-mail Newsletter**
 My E-mail

IAEN Resources

- > [Research Library](#)
- > [Member Question Board](#)
- > [Analytical Tools & Models](#)
- > [Related Links](#)

IAEN Events

- > [Conferences & Discussions](#)
- > [Face-to-Face Meetings](#)

IAEN Partners

What's New

New Announcements:

- > [Satellite Session on assessing ART readiness at 13th ICASA](#)
- > [4th International Conference & Exhibition On Traditional Medicine](#)
- > [USAID Sponsors Four Satellite Sessions at ICASA Sept. 21-24 in Nairobi, Kenya](#)
- > [Call for Case Studies: Globalization Gender & Health project](#)

[See more announcements](#)
[Submit an announcement](#)

Most Recent User Questions -- Seeking Answers:

- > [economics](#)
- > [HIV/AIDS in the road/freight industry](#)
- > [School-based HIV prevention peer education programs](#)

[See all user questions](#)
[Add a question or comment](#)

New in our library:

- > [Case Study: Athlone Hospital, Botswana: Pictures As a Health Promotion Strategy In Addressing HIV/AIDS In Developing Countries](#) (18 KB PDF)
- > [Long-run Economics Costs of AIDS: Theory and Application to South Africa](#) (24 KB HTML)
- > [South Africa: Sactwu Policy Statement on HIV-Aids](#) (13 KB PDF)
- > [Financing Vaccines in the 21st Century: Assuring Access and Availability](#) (HTML)
- > [Recommended Reading](#)

[See more in the library](#)

IAEN Global Dialogues 2003

Your participation needed!

May: Dr. Debrework Zewdie, Global HIV/AIDS Program for the World Bank > [Part I: Read the Interview](#)
> [Part II: Read Dr. Zewdie's responses to members' follow-up questions](#) > [Global Dialogues Home](#)

Get Involved ...

Sign up for the [Newsletter](#)
(**7863** subscribers)

Post an Announcement
(**20** announcements)

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IAEN: 7800 Members & Growing

- 10 year-old network
- Online focus for 5 years at www.IAEN.org
- Broad sponsorship:
 - World Bank, USAID, Merck & Co., Ford, ANRS, WHO, UNAIDS
- Google: #1 on “AIDS Economics”
- The only AIDS Economics symposium at Global HIV/AIDS conferences

Prior to the IAEN:

- Few developing country economists in the field of HIV/AIDS.
- No single source of information topic.
- Limited opportunities to discuss HIV/AIDS and economics.
- Limited opportunities for economists new to HIV/AIDS.

IAEN.org Today: 5 Years Online

- **We produce the “State of the Art in AIDS and economics” document every 2 years.**
- **Annual conferences.**
- **Scholarships for developing country economists.**
- **Young economists interact with experts.**
- **The most extensive resource online.**
- **Webcast of annual conferences.**

How did we get here?

**(Key steps/actions in building
a successful online network.)**

International AIDS Economics Network

The screenshot shows the IAEN website with several elements highlighted by red boxes:

- Navigation Bar:** Includes links for home, announcements, e-mail newsletter, professional directory, job board, and editor's corner.
- Search Bar:** Located at the top right with a search button.
- IAEN Focus:** A central banner stating "IAEN focuses on the economics of HIV/AIDS prevention and treatment, providing data, tools, and analysis for researchers and policymakers working to define and implement effective AIDS policy." It also includes links for "About IAEN" and "IAEN Partners".
- Left Sidebar:**
 - Subscribe to the E-mail Newsletter:** A box with a "My E-mail" input field and a "Go" button.
 - IAEN Resources:** A list of links including "Research Library", "Member Question Board", "Analytical Tools & Models", and "Related Links".
 - IAEN Events:** A list of links including "Conferences & Discussions" and "Face-to-Face Meetings".
 - IAEN Partners:** Logos for USAID, UNAIDS, and the European Union.
- Main Content Area:**
 - What's New:** A section titled "What's New" with a "New Announcements:" subsection. It lists several announcements, including a satellite session on ART readiness at ICASA, a 4th International Conference & Exhibition on Traditional Medicine, and a call for case studies. It also includes a link to "Submit an announcement".
 - Most Recent User Questions -- Seeking Answers:** A list of questions related to economics, HIV/AIDS in the road/freight industry, and school-based HIV prevention.
 - New in our library:** A list of new publications, including a case study on Athlone Hospital in Botswana, a long-run economics costs of AIDS report for South Africa, and a statement on HIV-AIDS from South Africa.
- Right Sidebar:**
 - IAEN Global Dialogues 2003:** A section titled "Your participation needed!" featuring a quote from Dr. Debrework Zewdie, Global HIV/AIDS Program for the World Bank, and links to read the interview and follow-up questions.
 - Get Involved ...:** A section encouraging users to sign up for the newsletter (7863 subscribers) and post an announcement (20 announcements).

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Resources: IAEN Monthly E-mail Newsletter

IAEN Newsletter

AIDS Economics Newsletter #33 - April 2003
Announcements, Guest Editorial by Ruth Levine

www.IAEN.org

Pass me to a colleague!

The International AIDS Economics Network (IAEN) AIDS Economics newsletter highlights new resources for compassionate, cost-effective responses to the global HIV/AIDS epidemic. Subscriptions are free and can be requested through the IAEN [Web site](http://www.IAEN.org).

In this issue:

- I. Announcements
- II. Recent Member Questions - Responses Requested
- III. Events - 11th IAEN Conference this wee
- IV. Guest Editorial by Ruth Levine, Center for Global Development
- V. Jobs
- VI. Professional Directory
- I. Requesting IAEN Documents by E-mail (WebInvoke)
- II. Research Library: New Highlights

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Editor's Corner: Context and Personality

Editor's Corner



Notes From Our Editor, Steven Forsythe

I. Recommended Reading, 2003

The IAEN Web site links users to a diverse collection of useful articles, presentations, models and data sources. In fact, our library has now grown to include over 395 items. While this is significant, it remains only a small fraction of the available literature on the economics of HIV/AIDS. If you identify literature in the area of economics and HIV/AIDS that our readers should be made aware of, please let us know.


The disadvantage with such a fast-growing and carefully planned library of information is that it becomes increasingly difficult to read all the information that is available. In order to assist IAEN members, we have developed a "recommended reading list". This list will be changed regularly, and will focus on 10 articles which appear to be particularly critical for our readers. The selected list will focus on both recent and less recent information that we have found to be enlightening or groundbreaking in this particular field.


In iaen.org we introduced our first set of 10 articles for


Ask the Editor



Please [submit your questions](#) about economic and policy issues surrounding HIV/AIDS to the IAEN using our unique [Question, Answer, and Comments tool](#). Questions will be posted to the network each month so we may solicit feedback from a wide audience.



Editor's Ranking: Highest Priority





Sort list by: [Title](#) | [Date](#) **Rank**  Abstracts: [Hide](#)





Page 1 of 38  
(565 entries found)


 [\[+\] UNDP Human Development Report 2003](#)
[get by e-mail](#)  (28 KB HTML) July 31, 2003
The report affirms the challenge that HIV/AIDS poses to global development and argues persuasively and with solid evidence that HIV/AIDS may currently be the greatest barrier to development for poor nations. It decries the descent into poverty of countries that are now poorer than they were in 1990, due largely to HIV/AIDS. The report balances these harsh realities with some positive news and documentation of progress.

 [\[+\] Multisectoral Responses to HIV/AIDS: A Compendium of Promising Practices from Africa](#) [get by e-mail](#)  (789 KB PDF) April 01, 2003
This article focuses on organizational collaboration to combat HIV/AIDS in Africa.

 [\[+\] Kaiser Daily HIV/AIDS Report Summarizes Editorials Regarding Bush's Trip to Africa, July 2003](#) [get by e-mail](#)  (UNKNOWN) July 08, 2003
Several newspapers have recently published editorials discussing their views regarding President Bush's trip to July 8, 2003. This document is a summary of some of the editorials.

Region
Africa - Sub-Saharan 
Latin America & Caribbean 
South Asia 
East Asia & Pacific 

Country
Afghanistan 
Albania 
Algeria 
Andorra 

Study Category
-- Show all -- 

[Update Results](#) [Clear Filters](#)

E-mail These Documents
Click the **[+]** beside a document add it to the list of documents here to have e-mailed to yourself.

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Networking: Professional Directory -- 600 Profiles, 80 countries

2. Peter Abas	Researcher, <i>Out - Reach Program</i>	United States
e-mail: Bavang@aol.com		
3. Francis Abayomi	AIDS Program/Project Manager, <i>Children Rights Agenda</i>	Nigeria
e-mail: childrenrightsagenda@yahoo.co.uk		
4. Suleiman A Abdi	Health/Medical Professional, <i>Zaytun Development Agency</i>	Somalia
e-mail: suabdi@yahoo.com		
5. Hajira Abed	Health/Medical Professional, <i>Amar (Alternate medicine AIDS Research</i>	South Africa
e-mail: hajira_abed@mweb.co.za		
6. Arnab K. Acharya	Economist, <i>The Research Triangle Institute</i>	United States
e-mail: aacharya@rti.org		
7. Prince Femi Adegbaiké	AIDS Program/Project Manager, <i>Youth Awareness Campaign Against AIDS [YACAA]</i>	Nigeria
laen.org	@hotmail.com; youthawareness_aids@yahoo.com	

Access to Leaders: Global Dialogue Series

IAEN Resources <ul style="list-style-type: none">> Research Library> Member Question Board> Analytical Tools & Models> Related Links	Dr. Richard Feachem, The Global Fund to Fight AIDS, Tuberculosis and Malaria, May 2003 Part II: Response to Follow-up Questions From Members Thank you for sending your follow-up questions for Richard Feachem of The Global Fund. Below we have included a representative set of questions and comments we received, with answers from Dr. Feachem. Part I: Original dialogue with Richard Feachem Original survey questions All Questions & Feedback from IAEN members
IAEN Events <ul style="list-style-type: none">> Conferences & Discussions> Face-to-Face Meetings	Cluster 1 / On Access to Global Fund Programs and Funding *Yeni Naidu South Africa Have the first round of allocated funds been received by the respective programmes and countries? Richard Feachem: As of 30 April 2003, progress on Round 1 includes signed agreements with 29 of the 37 countries with approved proposals, valued at US\$ 367 million. Initial disbursements have been made to 25 countries, totaling US\$ 20.3 million.
IAEN Partners  Feedback? Send questions or comments to info@iaen.org	*Dr. C R Revankar, MD, DPH India To what extent are Global Funds available to NGOs or voluntary organizations, bypassing government bodies? Richard Feachem: Half of the funding that has been approved to date by the Global Fund is for non-governmental recipients. Applications for support come to us from Country Coordinating Mechanisms (CCMs), which are country-based partnerships that coordinate the proposal process. CCMs have broad representation from not only government agencies but also non-governmental organizations, civil society groups, faith-based organizations, private sector institutions, individuals living with HIV, TB or malaria, and bilateral and multilateral agencies. It is not the Global Fund's intention that any stakeholder bypass another. Non-governmental organizations and all other applicants should funnel their proposals through their CCM, which results in the development of stronger proposals and the assurance that stakeholders are working together rather than separately.
laen.org	*Raymundo Sandoval Mexico Why was Mexico excluded from [grants by] the Global Fund? Richard Feachem: The Global Fund is committed to providing funding to those countries with the biggest disease burdens or significant future risk and the greatest need for financial assistance. In identifying the countries that are eligible to apply for funding during Round 3, the Global Fund is following the classification set out by the World Bank (Round 4 criteria will have an

Interactivity: Member Q&A

E-mail Newsletter

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- > [Member Question Board](#)
- > [Analytical Tools & Models](#)
- > [Related Links](#)

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- > [Conferences & Discussions](#)
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IAEN Partners

Questions, Answers And Comments

Welcome to the Questions, Answers, and Comments section.

[Ask a question](#), or send an e-mail to question@iaen.org.

Search Q&A:

Questions

Show All | [Answered Only](#) | [Unanswered Only](#)

Date	Question	Responses
9/3/2003	HIV/AIDS in the road/freight industry asked by Dennis Tshethlane, South Africa	0
9/3/2003	School-based HIV prevention peer education programs asked by Yasmin Khan, South Africa	0
8/19/2003	Mainstreaming HIV/AIDS -- Practical Examples? asked by Jodie Fonseca	0
8/9/2003	Improving question and answer service asked by Jim Cashel	4
8/8/2003	Workplace Education: New & Interesting Activities? asked by Aronke Nylander	11
8/7/2003	ARV Provision in South Africa asked by Rebecca Cassidy	3
8/5/2003	Economic impact of AIDS asked by Alissa Field	6

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Online / Offline Integration

1. Call for Papers

2. Symposium

- 125 Abstracts, 45 countries
- 15 travel scholarships awarded to attend Barcelona HIV/AIDS Global Conference

Conclusions

www.IAEN.org: “The” hub for AIDS Economists and Policymakers

- Build over time
- **** E-mail ****
- Active editor
- Professional networking
- Interactivity
- Online AND offline

Thanks

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Chris Wolz wolz@forumone.com

703.548.1855 x 11

Steven Forsythe s.forsythe@tfgi.com

202.775.9680

Related Article:

www.OnlineCommunityReport.com

Search: Rainey